Consultative Selling AEP 2021: Q&A Pattern Framework

Having a conversation may seem like a simple task, but for some it doesn’t come quite as naturally. Following the pattern below will help you determine if/when you should ask prompting questions that will aid your prospects in taking and maintaining control of their session.

Remember:

Although questions for clarification, examples, and further explanation are only utilized when prospects are openly and continuously conversing for the simplification of this framework, you should always pepper in these questions when they are needed. You can’t gain a complete picture of your prospect if you don’t fully understand what they’re sharing with you.